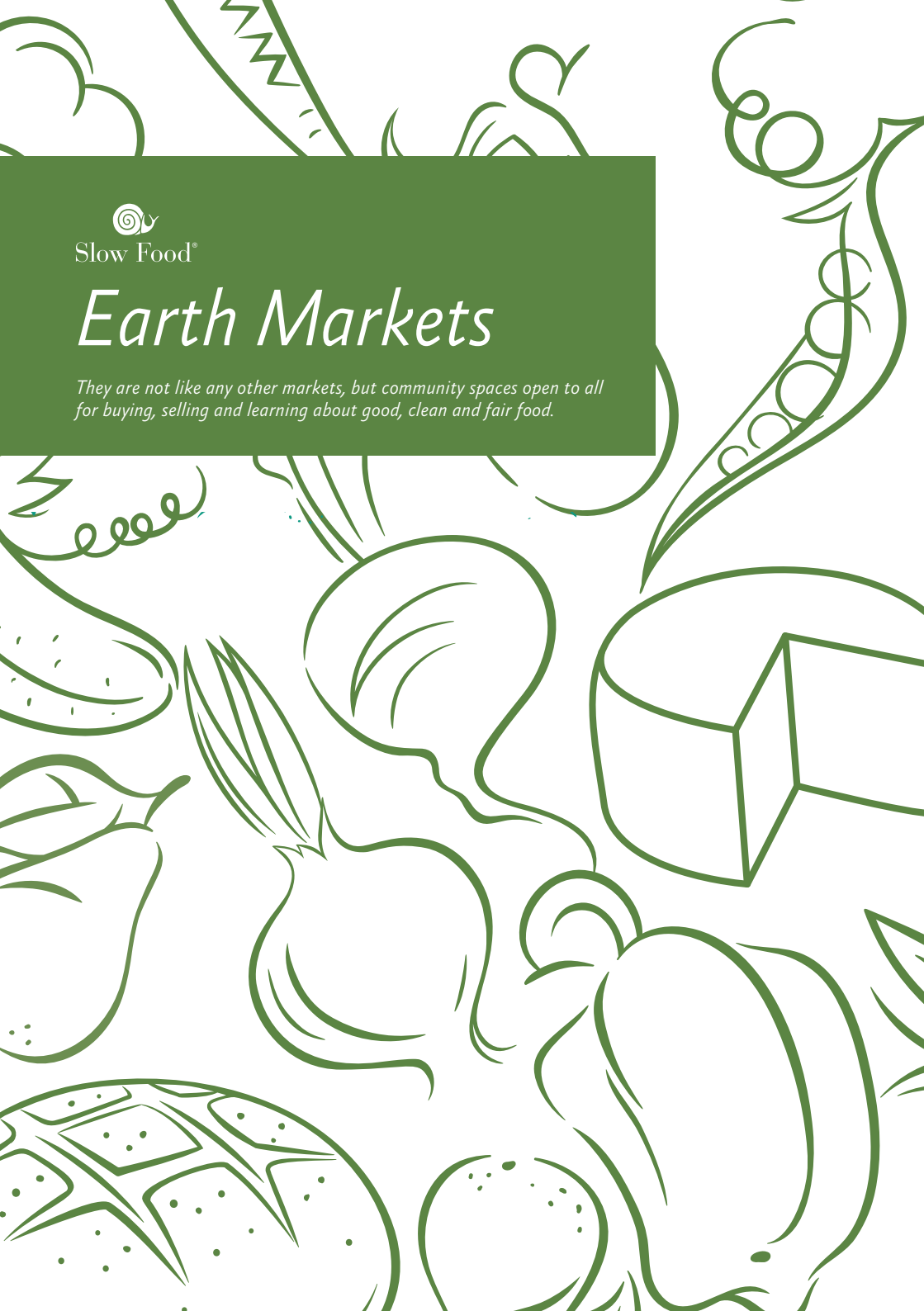
Slow Food®

Earth Markets

They are not like any other markets, but community spaces open to all for buying, selling and learning about good, clean and fair food.



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Slow Food®
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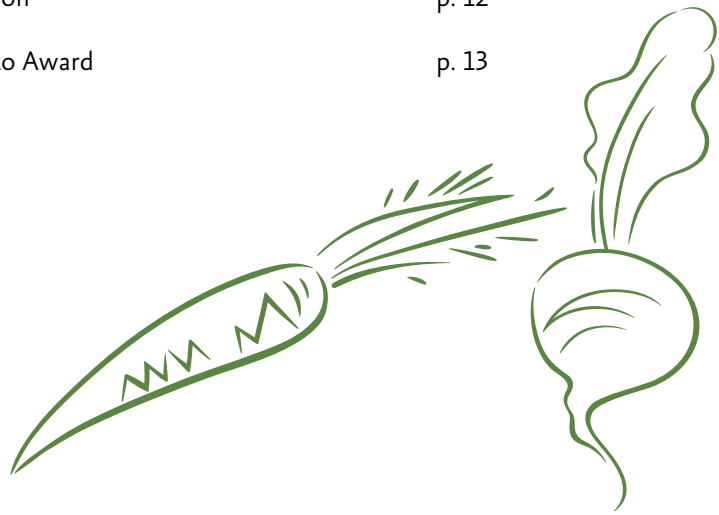


What are the Earth Markets?

Earth Markets are markets around the world that follow the Slow Food philosophy. Their objective is to ensure that everyone can buy and sell food that is good, clean and fair.

Collectively managed, they give local food producers and artisans the chance to sell their products directly to consumers, while sharing information about their work.

But they are not just for buying and selling quality food. Earth Markets are also venues for educational and social activities, places where communities can come together.

Earth Markets are now active on all continents, in more than 25 countries.
In the photo, the Markets of (top left) Alba (Italy), Cali (Colombia), Finca Vista Hermosa (Cuba), Sile (Turkey), Shanghai (China), Mukono Wakisu (Uganda)

The Earth Markets are also an extensive and constantly growing international network of producers and farmers, involving new markets and countries every year. The network facilitates the sharing of experiences, the development of new systems for direct sales and dialog between producers and consumers so that they can learn from each other.
During Slow Food's international events, meetings are organized for Earth Market coordinators from around the world.

The list of Earth Markets and contacts for their coordinators is constantly updated and can be found in the Earth Markets section of the Slow Food Foundation for Biodiversity website: https://www.fondazioneslowfood.com/en/

The Organico
de Cali Earth Market, Colombia

What is their purpose?

Slow Food's Earth Markets have various objectives:

• **They protect food biodiversity:** they promote local plant varieties and animal breeds and involve producers and food artisans who protect culture and traditional knowledge and skills.

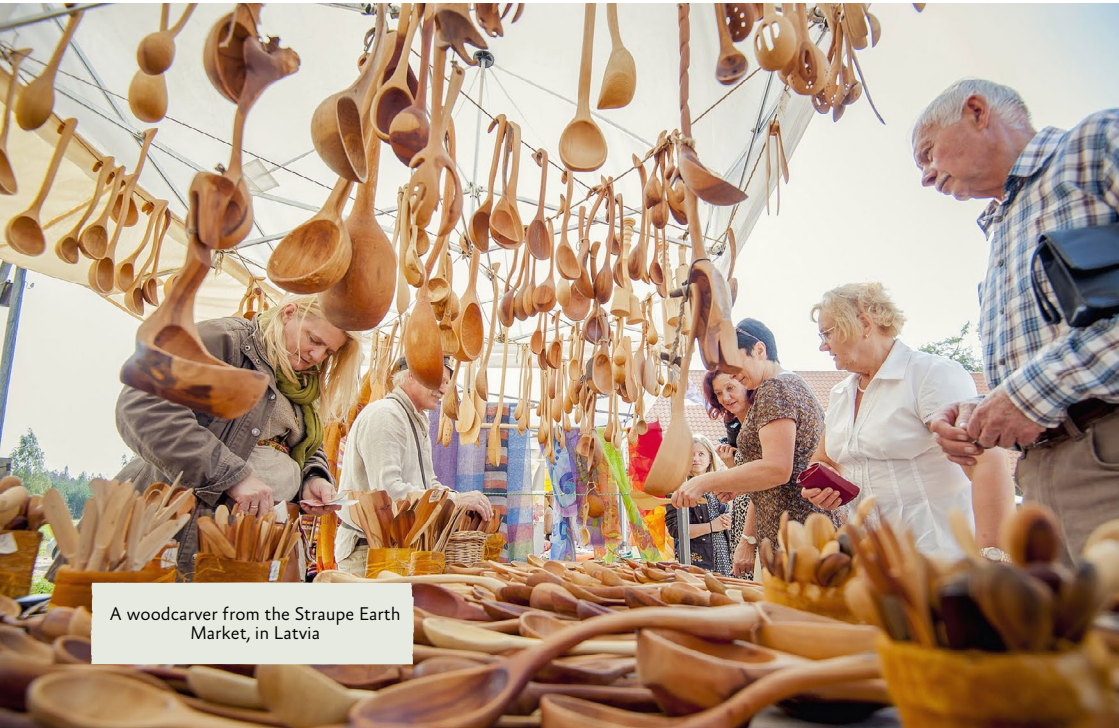
• **They carry out advocacy:** shopping is a political act, a concrete and everyday tool that can combat problems of enormous scale, from the climate crisis to the loss of biodiversity. An Earth Market is an essential piece in the puzzle of creating local food policies, and can demonstrate to institutions and civil society another way of selling and buying.

Sensory education activities for young children at Shanghai Earth Market, China

Taste Workshop on Brassicaceae at Sorrento Coast Earth Market in Campania

• **They support the local economy:** they give space and a voice to small-scale producers, who can describe directly who they are, how they produce their food, how they set their prices and so on.

• **They educate consumers through pleasure**: they encourage exchange, dialog and relationships between actors along the production and supply chain, from producer to volunteer to consumer to chef.



A woodcarver from the Straupe Earth Market, in Latvia

Project guidelines

The management of the Earth Market can adapt to different contexts and the needs of each local area, but must follow some common rules:

Producers
The minimum number of producers required for a market to be started is ten. This should ensure a varied and comprehensive supply of everyday products, such as fresh fruit and vegetables, bread, dairy products, meat, eggs and preserves.

Only producers who farm and process their own products can participate in the market. For some product categories, affineurs (those who age cheeses and cured meats) and processors (small-scale artisans like bakers, confectioners, roasters, etc.) are allowed.
The market can also welcome limited numbers of artisans who do not produce food but whose work is linked to the local agricultural context: textile artisans, producers of wooden or ceramic utensils, growers selling seeds and seedlings, etc.

Products
The Earth Market products must be good, clean and fair, and for all:
Good, because they are delicious, fresh and seasonal.
Clean, because they are minimally processed and have a low environmental impact.
Fair, because their producers work in fair conditions and they are accessible to the final consumer.

Orobiche Valleys Traditional Stracchino, tone of the Slow Food Presidia sold at the Milano Earth Market in Italy.

Seasonal vegetables at the Bolzano Earth Market in Italy.

Packaging and transparency
The products must be minimally packaged, and any packaging must be easy to break down and compostable, recyclable or reusable.
Anyone selling at the market must describe their work in as much detail as possible, whether on a label (ideally a narrative label) or a sign displayed at their stand.

Education and awareness-raising
The Earth Markets must host education and awareness-raising activities based on the Slow Food philosophy. These could include Taste Workshops, cooking demos, children's activities and education about everyday shopping.

Reference area
The Earth Market producers must be selected according to proximity, with the maximum allowed distance varying depending on the geographical, logistical and production context. The closest producers should be given priority in the selection, but a Slow Food Earth Market is also a space for solidarity, where producers from other Earth Markets and Slow Food Presidia or Ark of Taste products can occasionally be hosted in order to supplement what's on offer, provide support and boost their visibility.

Frequency, venue and timetable
The Earth Market must be held regularly: at least once a month, in the same place and at the same time. The market day must become a fixed appointment in the life of the local community.

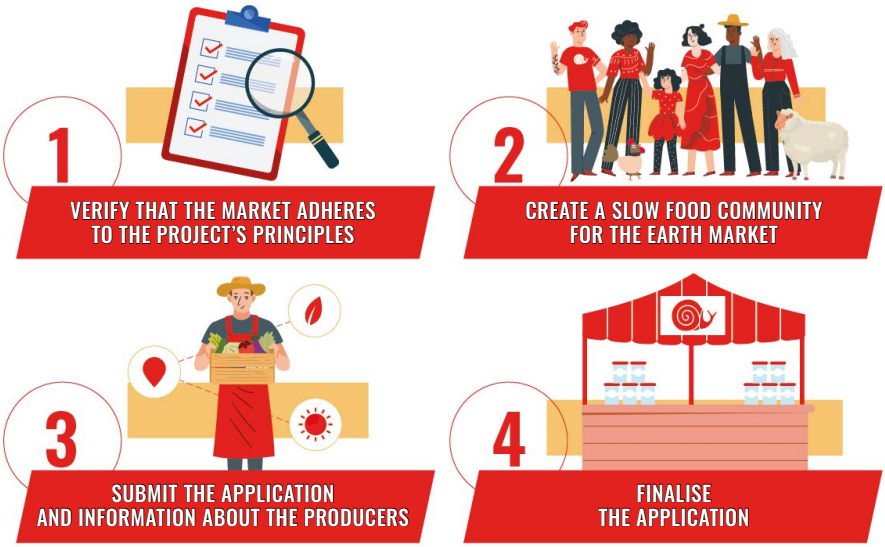
The shared rules for all Earth Markets can be found in full in the Slow Food Earth Markets Project Guidelines.
For the selection of exhibitors for all of its events (Terra Madre Salone del Gusto, Cheese, Slow Fish and Earth Markets), Slow Food has established specific selection criteria for all product categories.

All documents can be found on the "Useful materials" page of the Earth Markets section on the website https://www.fondazioneslowfood.com/en/

How to become an Earth Market

Slow Food recognizes and networks together all the Earth Markets, which work in varied ways but always in accordance with the movement's philosophy.
During the application phase, Slow Food will evaluate the market's adherence to the Project Guidelines and the Exhibitor Selection Criteria, and will grant the use of the logo following the creation of a Slow Food Community that unites all of the project's actors around the common objective of the Earth Market.
A prerequisite for the realization of the project is the existence of a local network that links the producers, the nodes of the Slow Food network (Convivium, Alliance cooks, Communities, etc.), public authorities and local associations.

STEPS TO OFFICIAL **EARTH MARKET** RECOGNITION:


1
VERIFY THAT THE MARKET ADHERES TO THE PROJECT'S PRINCIPLES
2
CREATE A SLOW FOOD COMMUNITY FOR THE EARTH MARKET
3
SUBMIT THE APPLICATION AND INFORMATION ABOUT THE PRODUCERS
4
FINALISE THE APPLICATION

Straupe Earth Market in Latvia.

The application process involves the following phases:

• **Sign the founding declaration to form an Earth Market Community.**
This formalizes the commitment of the market members to realize the project. The name of the Community will be the same as the name of the Earth Market.

• **Complete and submit the project application form.**
This collects important information about the market to assess whether it follows the project's guidelines and is used to write the online description.

• **Complete and submit forms with information about the individual producers.**
These provide important information about the products on display and ensures that the producers meet the selection criteria.

Once the Slow Food Foundation for Biodiversity has granted its approval, the Code of Use for the Earth Market Logo is signed and the communication of the launch is organized through Slow Food's websites and social media.

All the application forms can be found on the "How to create an Earth Market" page of the Earth Markets section on the website https://www.fondazioneslowfood.com/en/

Communication

Slow Food dedicates ample space to the Earth Markets within its international communication, with a dedicated section on the Slow Food Foundation website (including descriptions of each individual market) and frequent articles.

The Slow Food press office regularly suggests articles and reports on the Earth Markets to the leading media outlets.

The Earth Markets participate in Slow Food's national and international events, with exhibition areas dedicated to the project, forums, seminars and conferences.

At the local level, it is important that the local Slow Food network promotes the Earth Market and the activities organized there, in news publications, on the radio, on local television, through social media networks, etc.

A good schedule of events and educational activities within the Earth Market is an excellent way to promote the market and make sure it functions optimally.

Slow Food
Mercado de la Tierra
ORGÁNICO DE CALI
Buenos, limpios
y justos para todos
No se trata de mercados cualesquiera, sino de espacios donde comprar y vender alimentos buenos, limpios y justos para todos
Slow Food
Yeryüzü pazarı
TARSUS

Slow Food
地球市集
上海
Good, clean
and fair food for all
At the stalls of an Earth Market you'll find only local, fresh and seasonal products, made with respect for the environment and the work of the producers, sold at a fair price both for the seller and the buyer.
The protagonists are small-scale producers and food artisans, who directly guarantee the quality of their products.
www.slowfood.com

The Gigi Frassanito Award

In 2014, the Slow Food Foundation for Biodiversity established an award in memory of Gigi Frassanito, a young Slow Food staff member who made a significant contribution to the launch of the Earth Market project.
The award is given every year to a market that is particularly outstanding from a social, cultural or environmental point of view.

The first five winners of the award:

- Foça Earth Market (Turkey) – 2014
- Maputo Earth Market (Mozambique) – 2015
- Coquimbo and La Serena Earth Markets (Chile) – 2016
- La buona strada – Ripartiamo dal cibo" project, to help Italian producers affected by the earthquake to organize the direct sale of products – 2017
- Maitland Earth Market (Australia) – 2018

Producers at the Maitland Earth Market, Australia

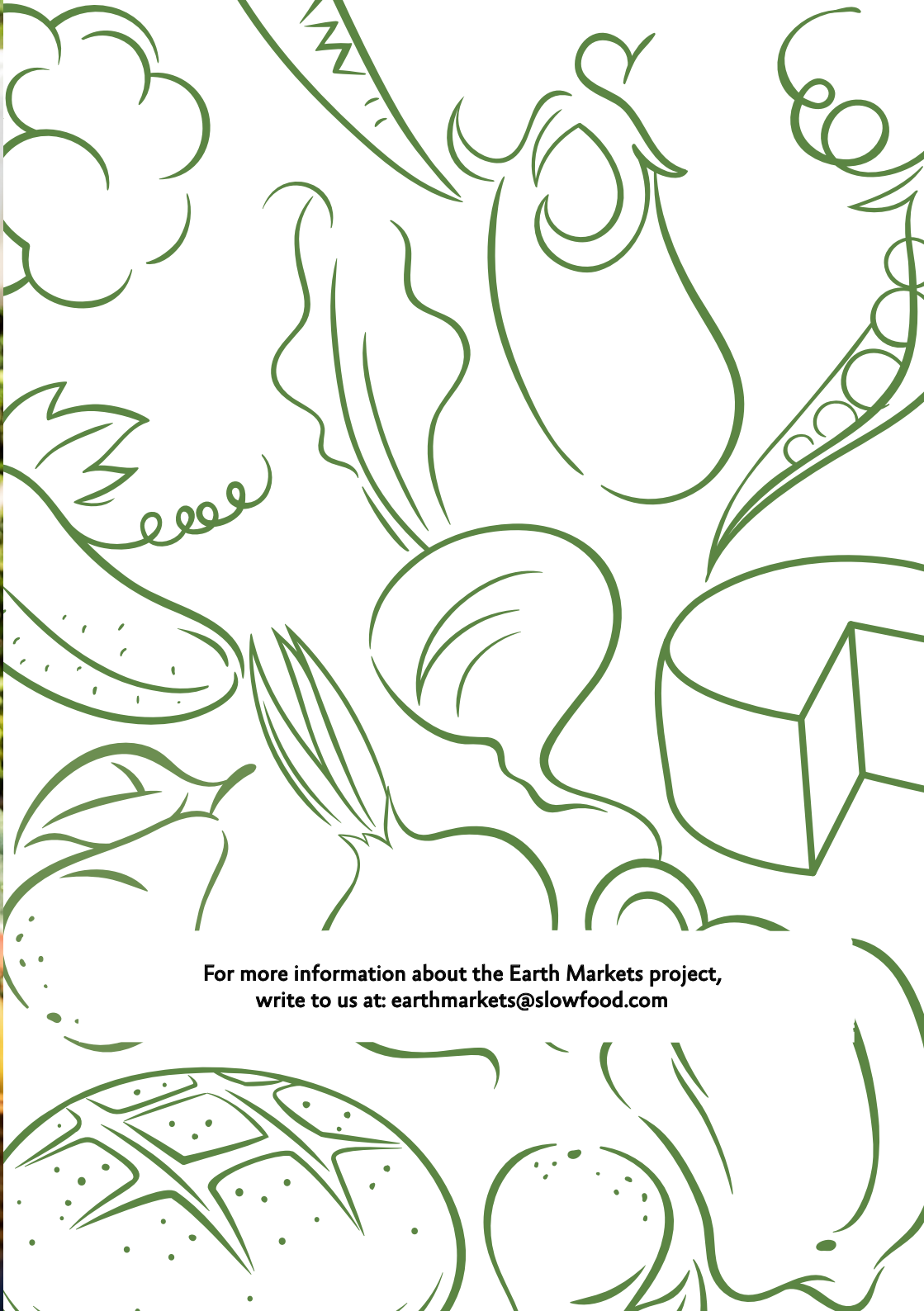
Slow Food®
Earth Market

Good, clean and fair food for all

Slow Food is a global network of local communities, founded in 1989 to prevent the disappearance of local food traditions and counteract the rise of fast-food culture. Since its founding, Slow Food has grown into a global movement involving millions of people in over 160 countries, working to ensure that everyone has access to good, clean and fair food.

Join us

www.slowfood.com



For more information about the Earth Markets project,
write to us at: earthmarkets@slowfood.com

www.slowfoodfoundation.com
www.slowfood.com

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